



3CDC TO PROJECT "1,000 FACES OF CINCINNATI" ON NEW LED BOARD

Organization Invites Cincinnatians to be taped for Continuous Video Campaign

CINCINNATI, August 21, 2006 – The Cincinnati Center City Development Corporation (3CDC) today announced plans to videotape Cincinnatians from all walks of life for its "1,000 Faces of Cincinnati" campaign that will run on the giant LED Board currently being installed above Macy's across from Fountain Square. "We've said all along the renovated Square will be a true reflection of Cincinnati," explained Bill Donabedian, 3CDC Managing Director of Fountain Square. "We see this campaign as a literal translation of that pledge."

Anyone interested in being videotaped for this project should go to the lobby of the Westin Hotel between noon and 6 p.m. Saturday and Sunday during Oktoberfest (September 16 and 17). Participants will be seated on a stool, asked to smile into the camera and videotaped for a 10-second segment that will be included in a continuous video loop. There will be no sound in the individual video segments and participants will be required to sign a waiver granting 3CDC the right to display their image on the LED board.

Planners acknowledge the idea for this campaign came from Chicago's Millennium Park where a pair of 50-foot glass block towers at either end of a shallow reflecting pool project images of Chicago residents. "Our aim with the LED board and the whole Square is to find ways to connect Cincinnatians with this important public space," said Donabedian. "It doesn't have to be *our* idea, it just has to be a good idea, and soon, when we launch our website at www.myfountainsquare.com, we'll invite area residents to share other good ideas for activities they'd like to see on or around their Square."

Organizers also emphasize that the September 16 – 17 taping will be the only opportunity for area residents to participate in this one-time project. *The 1,000 Faces of Cincinnati* will debut on Saturday, October 14 as part of a daylong re-dedication ceremony that officially opens the renovated Fountain Square.

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